

# 2014 SCHEDULE

At the Austin Convention Center:

SATURDAY, FEBRUARY 22

SATURDAY, MARCH 22

SATURDAY, APRIL 19

SATURDAY, MAY 10

SATURDAY, JUNE 14

SUNDAY, JULY 13

SUNDAY, JULY 26

SATURDAY, AUGUST 16

At our practice space, "The Shed":

SATURDAY, MAY 31

PRESS KIT



# TEXAS ROLLERGIRLS



# 2014

## TEXAS ROLLERGIRLS PRESS KIT



**THIS IS ROLLER DERBY.** It all started here. 20,000 women roll across the globe today, but in 2003, roller derby was a quirky little underground game played by a few dozen women right here in Austin. The sport captured the hearts of women everywhere, and is now the world's fastest-growing sport for women. Roller derby is played on every inhabited continent: from the northernmost reaches of Europe to the southernmost tip of Africa; from Japanese military bases, to outback Australia, to cozy little English hamlets; from tiny towns to the world's biggest cities.

**TEXAS IS THE REASON.** Texas Rollergirls were the pioneers of flat track roller derby. We're also its future. Austin is home to some of the founding members of the Women's Flat Track Derby Association, the international governing body for the sport. Our members created the first rule set for modern flat track roller derby and designed the specs for the track. We've traveled the world over to share our skills, and we're training the next generation of derby stars right here in our thriving junior program, Texas Rollergirls Junior Derby League. We also think skating is just plain fun, so we have a recreational arm, the Rec-n-Rollerderby, in which women can play derby without the fierce competition and time commitment of the premier league. Our core mission is the growth of the revolution we call roller derby.

**LIVING LEGENDS.** The Texeutioners are legends. Featuring 20 of our best and brightest skaters from each of the Texas Rollergirls four home teams, our all-star team is a force to be reckoned with that is consistently at the top of the sport. The winningest roller derby team ever, the Texeutioners won the first-ever WFTDA Championship in 2006, and are one of only three teams to make it to the tournament every year. The Texeutioners are ranked second in the world after the 2013 Championships, and they've already begun their campaign to get back on the very top: Number 1 in 2014.

**SERIOUS BUSINESS.** Texas Rollergirls is a women-owned and women-operated nonprofit organization, with skaters working at all levels of the business. We are deeply involved in our local community, volunteering with the other great associations that make Austin such an amazing town.

**WHEN AND WHERE?** Texas Rollergirls bouts are hosted at the Austin Convention Center (500 E. Caesar Chavez St., Austin, TX 78701).

Our 2014 dates are February 22, March 22, April 19, May 10, June 14, July 13, July 26 and August 16 at the Austin Convention Center. We will have one public bout at our practice space, "The Shed" May 31.

- 19,000+ Facebook fans. 6,000+ Twitter followers.
- 8,000+ subscribers to the e-newsletter of Texas Rollergirls.
- 10,000+ unique visitors / 33,000+ page views per month at TexasRollergirls.org
- 2,000+ attendees at each bout at the Austin Convention Center.
- 150+ skaters and family/friends enter our practice space per day; all year.
- AUDIENCE INFO: **Audience Age:** 21-34 yrs=38% / 35-44 yrs=36% / 45-55 yrs=11%; **Male:** 41% / **Female:** 59%;
- **HHI:** \$45,000 - \$100,000 per year; Education: 91% college educated; **Capacity audience at each bout:** 2,500
- 501c3 non-profit organization
- 4 Home Teams, 2 All-star Teams
- Recreational Program, Junior League
- 375+ skaters, 8 to 55 years old

STATS



Media Inquiries: [media@TexasRollergirls.org](mailto:media@TexasRollergirls.org)

For More Info: [TexasRollergirls.org](http://TexasRollergirls.org)



## WHAT IS ROLLER DERBY?

Flat track roller derby is a fast paced contact team sport. A roller derby bout is divided into two 30-minute periods, each made up of a dozen or more plays, called “jams”. The game clock doesn’t stop unless a time out is called. The team with the most points at the end wins.

## HOW THE GAME IS PLAYED

### 1. Jam Start

Each team sends out up to five skaters — 4 blockers, 1 jammer. At the referees first whistle, the jam begins.

### 2. First Pass

The first jammer to legally navigate through the pack is awarded LEAD JAMMER and can end or “call off” that jam by tapping her hands on her hips.

### 3. Scoring Points

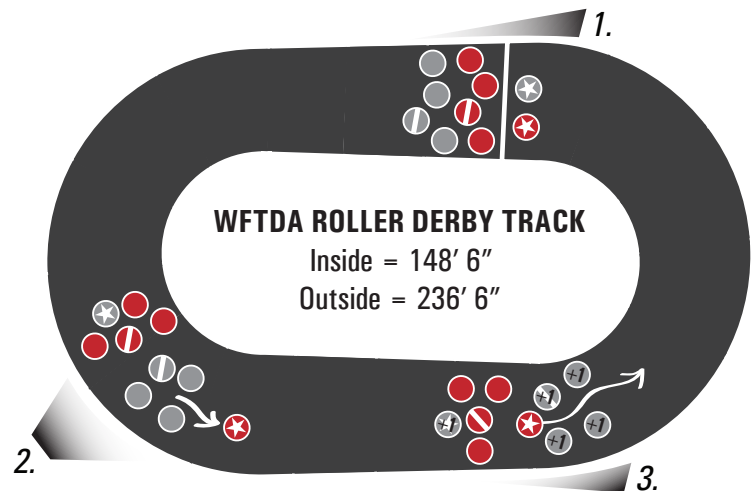
Jammers’ begin scoring points on their second pass through the pack of blockers. Jammers score one point for each opposing player she passes after her first trip through the pack — including players stuck in the penalty box and the other team’s jammer.

## WHAT’S LEGAL

- » Contact between the shoulders and mid-thigh
- » Hitting with your upper thighs, hips, butt, side or shoulder
- » Pushing a teammate to give her a boost in speed
- » Skating clockwise to return to the pack

## WHAT’S NOT LEGAL

- » High and low hits; hits to the back
- » Hitting someone using your lower legs, arms, elbows or head
- » Pushing a member of the opposition
- » Hitting anyone with both feet off the ground



### ★ JAMMER

Jammers wear a star on their helmets. Jammers attempt to pass the opponents as many times as possible by sprinting around the track and lapping the pack.

### ● BLOCKER

Blockers assist and protect their jammer and impede the opposing jammer. Blockers play both offense and defense as needed.

### ◐ PIVOT

Pivots are blockers who wear the stripe. The pivot dictates the pace of the jam and is allowed to accept a star pass from the jammer, thus becoming the new jammer.

## FLAT TRACK BOUT: *By The Numbers*

- » 2 minute plays = a jam
- » 2 x 30 minute periods
- » 30 seconds between jams
- » 3 time outs per team
- » 1 major penalty = 1 minute in the penalty box
- » 7 trips to the box = Player ejection



# 2014

## HOME AND ALL-STAR TEAMS



### HELL MARYS

The Hell Marys School for Wayward Girls, established in 1666, is a Texas institution, and its varsity roller derby team is a force to be reckoned with. Clad in plaid, the Hell Marys started an Austin trend with their infamous cheer: *Punch, Punch, Arrow!*



### HONKY TONK HEARTBREAKERS

Texas is cowgirl country and our Honky Tonk Heartbreakers are proud to represent this part of our heritage, with a little bit of added glitter and glamor! They pair their navy gingham with gold, their team cheer is *Glitter Done*—and they do.



### HOTROD HONEYS

Black-and-pink-clad girl mechanics, our Hotrod Honeys love nothing more than to go fast and turn left—on a racing track or a flat track! Is it any wonder their team motto is *Faster, Faster, Kill Kill Kill!*



### HUSTLERS

We live in the golden age of roller derby, but the last one was back in the 1970s. Inspired by the derby divas of yesteryear, our Hustlers blind the opposition with their purple and silver glitz, then blindsides them with massive hits. Their motto: *Don't Stop, Get It Get It!*



### TEXECUTIONERS

A rotating cast of up to 20 of our best and brightest, the Texeutioners, currently ranked second in the world represent Texas Rollergirls in interleague competition at the highest levels of roller derby. Their colors: black, white and blood splatter. Their motto: *Texas, Texas—Kill, Kill, Kill!*

2013 #2 WFTDA Champions  
2013 #1 South-Central Regional Champions



### FIRING SQUAD

A squad of our up and comers as well as veteran stars make-up our B-team, the Firing Squad. They travel and play other B-teams from all over the country. Their motto: *Ready, Aim, Fire!*



Media Inquiries: [media@TexasRollergirls.org](mailto:media@TexasRollergirls.org)

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PHOTOS COURTESY OF: Bill Smotrilla